

FIG.1

10016193 121201

MONTH	CUSTOMER ID	GENDER	AGE	. . .	PROFIT AMOUNT	CANCELLED CUSTOMERS
3	00001	M	27	. . .	32,000	0
	00002	F	22	. . .	35,000	1
	00003	M	31	. . .	27,000	0

4	00001	M	27	. . .	34,000	
	00002	F	22	. . .	38,000	
	00003	M	31	. . .	28,000	

5	00001	M	27	. . .	36,000	
	00003	M	31	. . .	29,000	

FIG.2

[USED DATA]

MARCH

[RULE GENERATION ITEMS]

CONDITION ITEMS :

GENDER, AGE, PROFIT AMOUNT,

PRODUCT MODEL, RESIDENCE

CONCLUSION ITEMS : CANCELLATION STATUS

[LAYER]

GENDER :

MALE

FEMALE

AGE :

UNDER 20 : AGE < 20

20~24 : 19 < AGE < 25

25~29 : 24 < AGE < 30

30~34 : 29 < AGE < 35

OVER 35 : 34 < AGE

FIG.3

NO.	RULE	RULE/CONDITION	PRECISION
1	IF AGE = 20~24 & GENDER = F THEN LICENSE = CANCEL	54/200	27%
2	IF PRODUCT MODEL = xyz & RETAIL STORE = A THEN LICENSE = CANCEL	42/210	20%
:	:	:	:

FIG.4

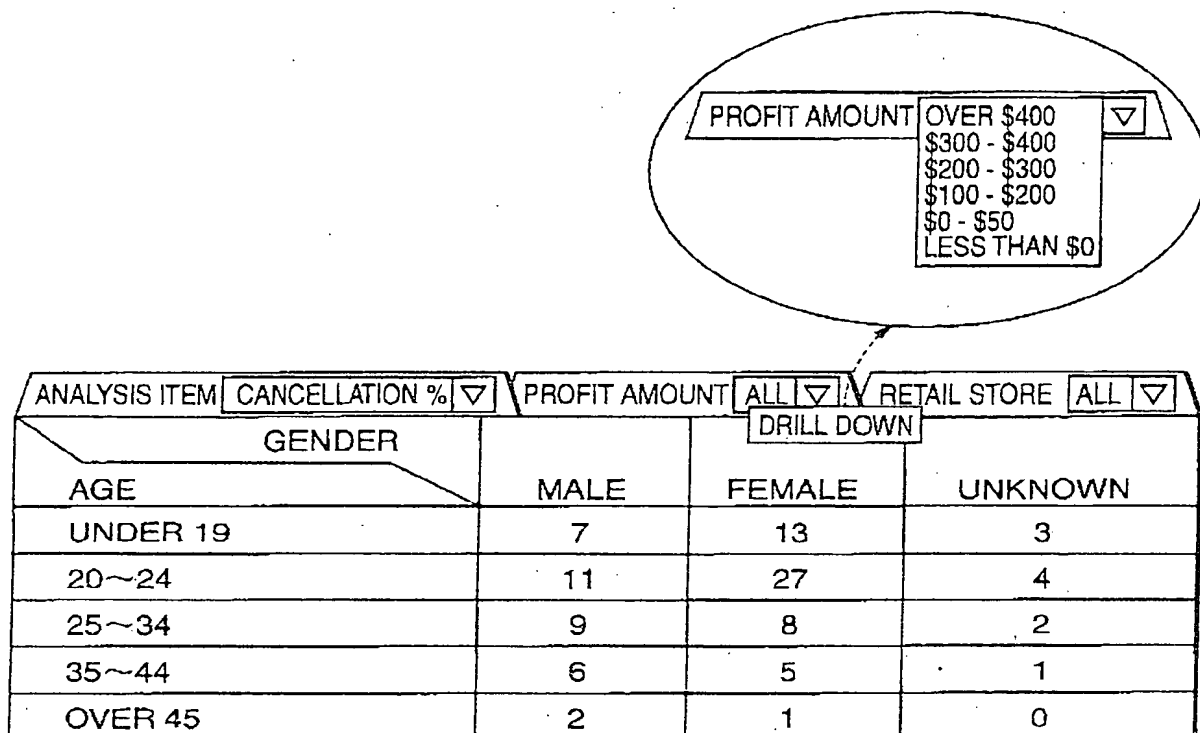


FIG.5

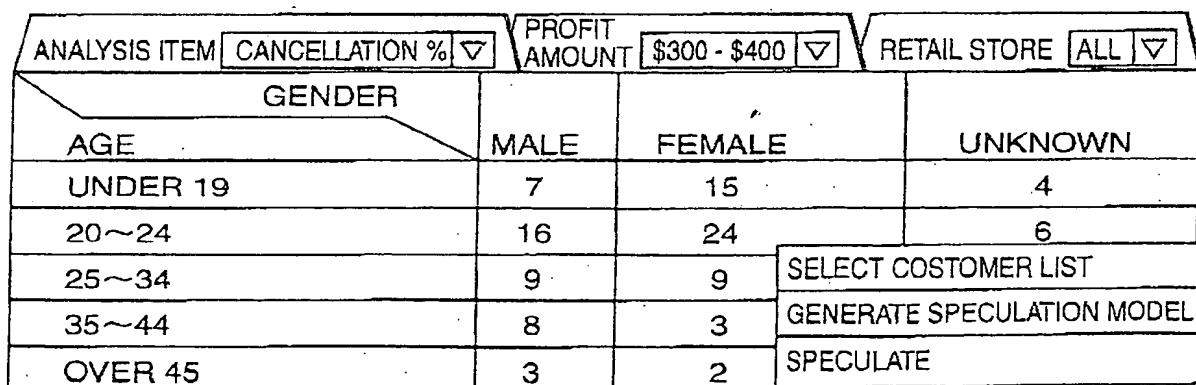


FIG.6

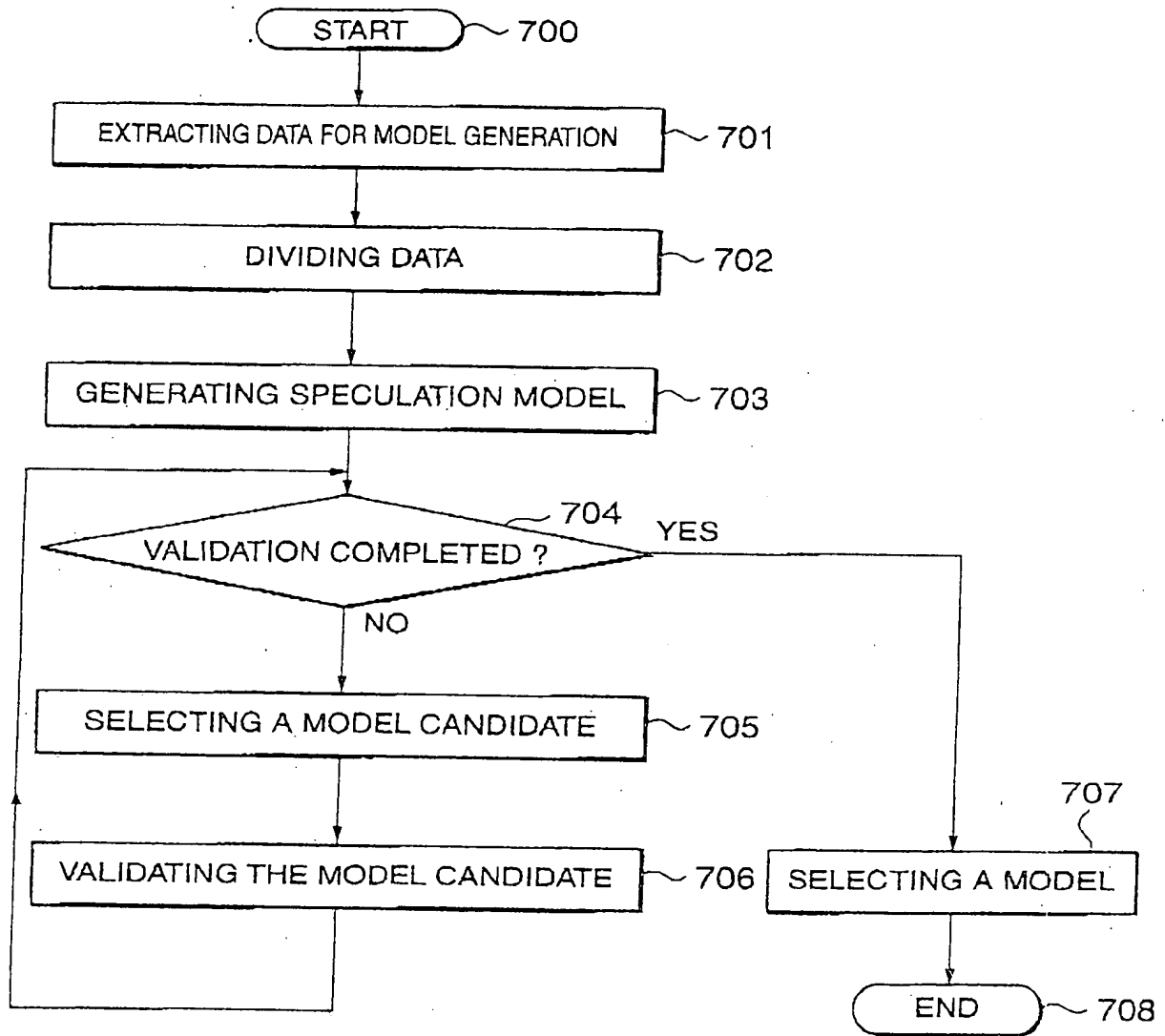


FIG.7

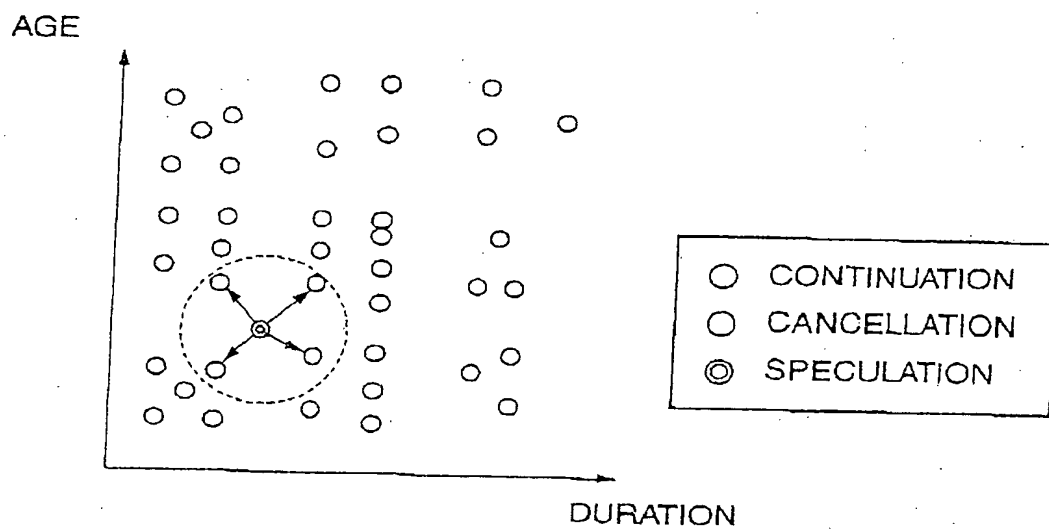


FIG.8

[DATA]
MARCH

[RULE GENERATION ITEMS]
CONDITION ITEMS : OCCUPATION, PROFIT AMOUNT,
CANCELLATION, RESIDENCE
CONCLUSION ITEMS :

[SEGMENT CONDITIONS]
AGE = 20~24 & GENDER = FEMALE
& PROFIT AMOUNT = \$300 - \$400

FIG.9

CUSTOMER ID	CANCELLED CUSTOMER	SELECTION CONDITIONS	AGE	PROFIT AMOUNT	...
00036	1.0	AGE = 20~24 & GENDER = FEMALE & PROFIT AMOUNT = \$300 - \$400	21	\$320	...
00302	1.0	AGE = 20~24 & GENDER = FEMALE & PROFIT AMOUNT = \$300 - \$400	22	\$350	...
00421	0.98	AGE = 20~24 & GENDER = FEMALE & PROFIT AMOUNT = \$300 - \$400	20	\$330	...
...					

FIG.10

10016193.121201

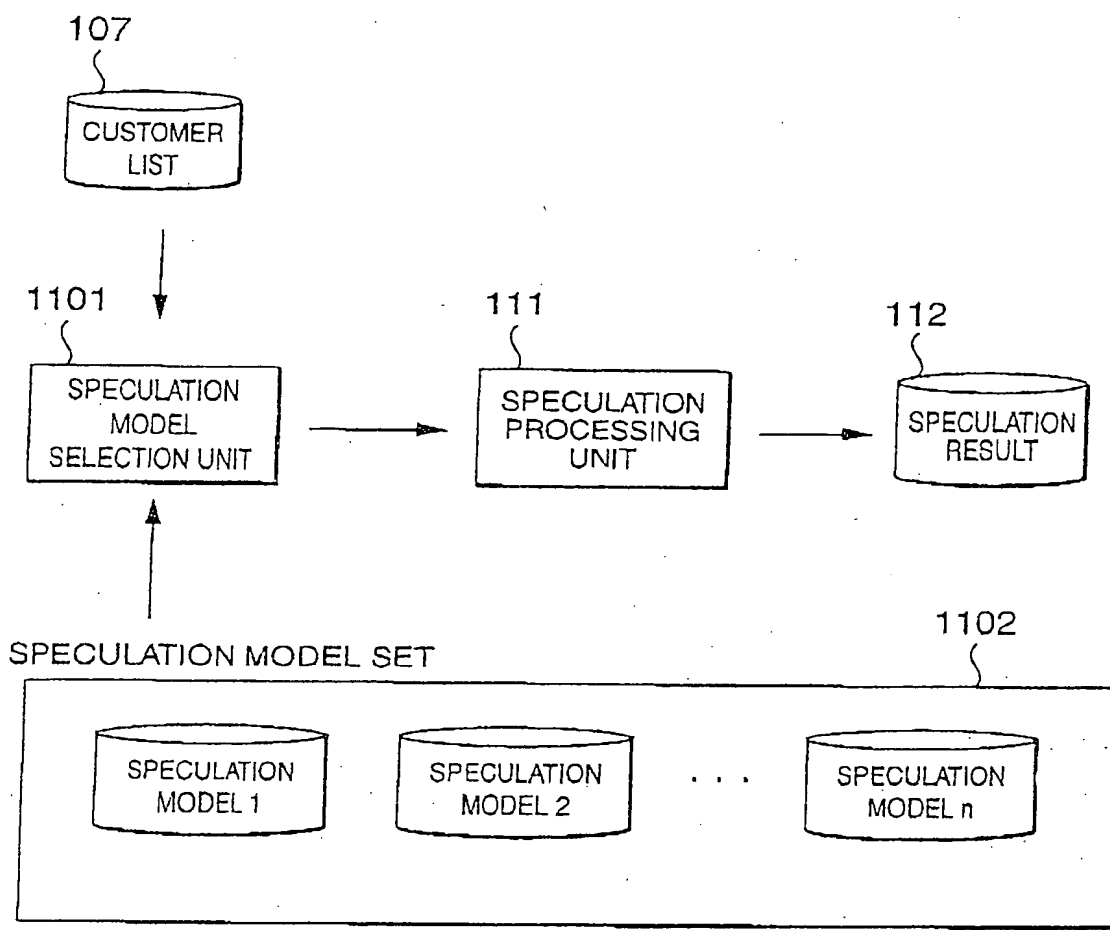


FIG.11

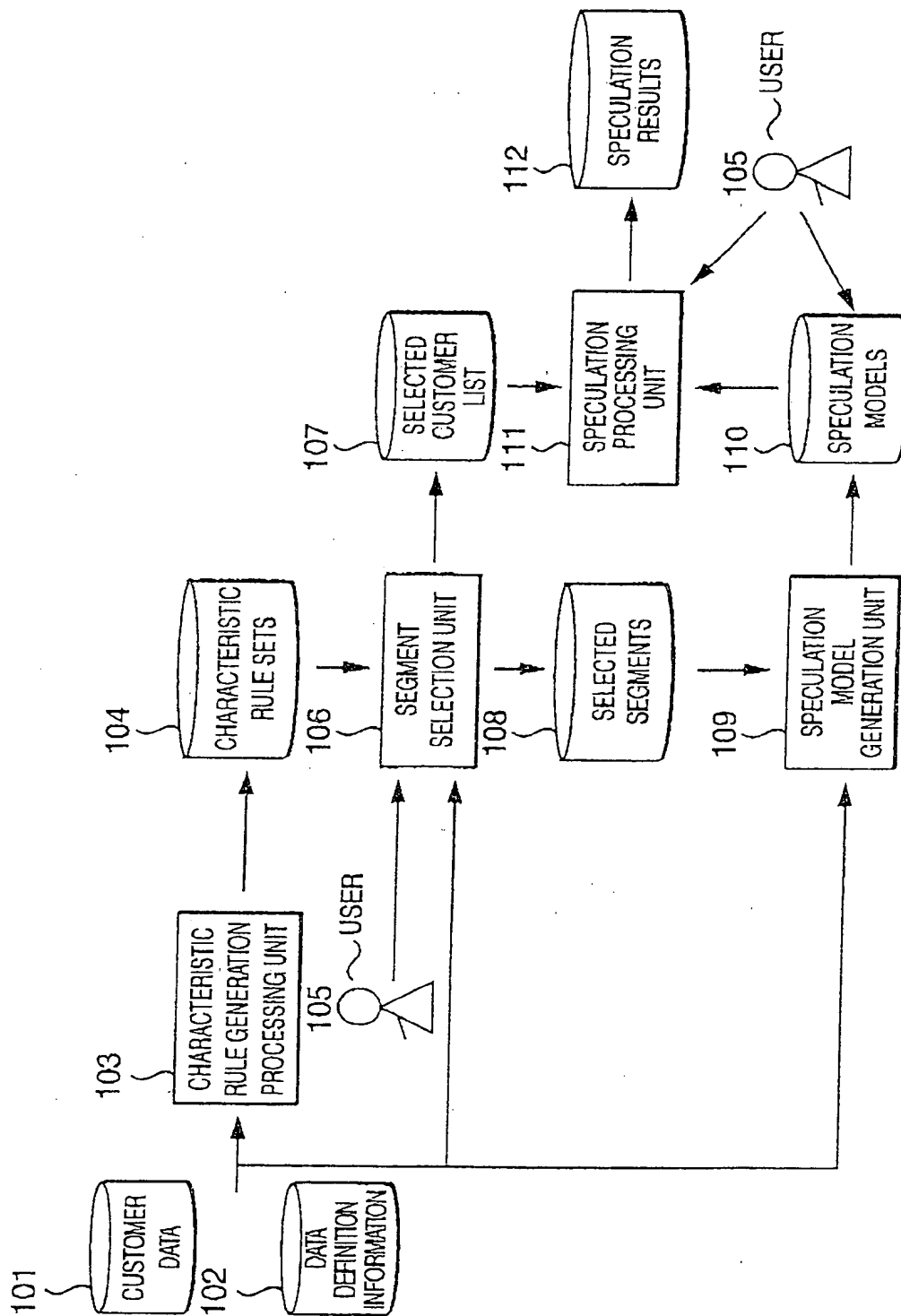


FIG. 12